MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2018/2019

BMK3814 – SALES MANAGEMENT
Distance Education

28 May 2019
9.00 a.m. - 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 2 pages (*including* the cover page) with 4 Questions only.

2. Answer **ALL** questions.

3. Please write all your answers in the Answer Booklet provided.

ANSWER ALL QUESTIONS

QUESTION ONE

Relationship sellers prioritise their connection with the customer over all other aspects of the sales. Discuss the SIX (6) critical drivers of change affecting relationship sellers today in the competitive selling environment. (25 marks)

QUESTION TWO

Explain how each type of role problem influences a worker's sales performance in an automobile company with supporting examples and propose how to solve these problems, if you were the sales manager of this company. (25 marks)

QUESTION THREE

"Women are underrepresented in sales although they are playing an increasingly important role in selling both as salespeople and as sales managers".

(a) Discuss the challenges facing women and other minorities in their sales careers. (16 marks)

(b) Suggest what can be done to get more women in sales. (9 marks)

QUESTION FOUR

As a sales manager, you have been assigned to develop a sales combination compensation plan. Discuss the FIVE (5) questions that you need to address in order to develop an effective sales combination compensation plan.

(25 marks)

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